



Meeting Notes

PASSENGER ZONES TASK FORCE #2 THURSDAY, JULY 11, 2019

- Attendees
 - Task Force Members
 - Julie Bunker, Portland5
 - Lisa Frisch, Portland Business Alliance
 - John Gorham, Toro Bravo
 - Ben Brint, Lyft
 - Tony Jordan, Portlanders for Parking Reform
 - Steve Entler, Radio Cab
 - Skyler Lanning, Wildwood Tours
 - Jared Dayton, Dossier
 - Sara Hoeber, Pearl District Neighborhood Association
 - City Staff/Consultants
 - Mark Williams, PBOT
 - Josh Lynch, PBOT
 - Ted Naemura, PBOT
 - Mike Crebs, PBOT
 - Rick Williams, Rick Williams Consulting
 - William Reynolds, RBT Consultants/Rick Williams Consulting
- Public Comment Period
- Task Force Overview & Objectives
 - Curb Zone Management
 - Key Considerations: Efficiency, Equity, Safety, Messaging, Enforcement
- Existing Passenger Loading Zones
 - A fee has been added to payments made through the Parking Kitty App: “10 cent technology modernization fee;” it was noted that this fee is used in part for additional enforcement.
 - Although the on-street system has a fixed supply, Portland has control over how much additional off-street parking can be added.
 - **Action:** request to send out list of hotels and associated on-street hotel zones.
 - One inequity in the system today is that assumptions do not take into account how much passenger loading is actually needed (may be more than 3 stalls for large hotels with conference functions).
 - Recognize that some valet operations are constrained by available off-street parking (one example: parking vehicles so far away that a tail driver is needed to transport valet driver to/from parking facility).



- Also noted that valet operators can respond to system constraints (limited number of stalls) by staffing appropriately.
- **Action:** Send out utilization data of on-street parking in Downtown (to understand peak times) as well as Loading Zone Study.
- There is likely some potential for using areas around fire hydrants to allow temporary passenger loading, but difficult to apply City-wide as safety issues will arise on a case-by-case basis (visibility, etc.)
- Note that there is a mixed-use proposal in the Pearl with all loading zones, no on-street parking on the blockfaces surrounding the project.
- Look to the proposed Flanders Bikeway project for discussion of removing loading zones for bike lanes.
- Case Studies
 - Consider more applications of concentrated pick-up/drop-off zones around event venues to help organize pick-up/drop-offs, decrease congestion associated with circling, and improve safety.
 - Even if some hotel zones appear empty, they rely on these zones being available to operate; Portland has many older hotels that have no parking options other than the Hotel Zones.
 - Consider transitioning some hotels for pay-for-use model (to offset lost meter revenue)
 - Also noted that hotels pay for zones in the form of tax revenue generated for the City that other businesses do not generate (lodging tax).
 - Many small, independent restaurants are not willing to pay \$1,000+ annually per stall for valet operations and therefore don't have access to passenger loading.
 - Important to note that many corridors are unique, and City-wide strategies may not make sense in the local context; Broadway has a large number of hotels and hotel zones work fine; also many hotels have restaurants as part of the business model so it is not simply that independent restaurants have a competitive advantage by collocating with hotels—these restaurants can simply be considered part of the hotel operation.
 - Look to other countries for guidance as well, such as Barcelona and Madrid.
- Adjourn